

**Amendments to the Abstract:**

Please replace the Abstract paragraph on page 28 with the following:

There is a need for allowing an exhaust direction of a cooling air to be appropriately changed according to an installation environment of a projection type display device. There is another need to achieve a system for preventing an intake air and an exhaust air from being circulated therebetween by changing the direction of an intake port as well as an exhaust direction. A cooling system for an area around a lamp that accounts for a good part of an amount of heat generated by the projection type display device is isolated from a cooling system for other parts including a liquid crystal panel. Means is further provided of allowing the directions of intake and exhaust to be inverted in an entire device by changing the direction of rotation of an exhaust fan provided for the cooling system for the area around the lamp between forward and backward.